SOCIAL ENTERPRISE MODEL OF LOCAL SOLUTIONS
ROAD TO SUSTAINABILITY

Regional Webinar

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Date: 28th March 23,
Time: 2.00 -3.30 PM India Time.
Registration link:
https://us02web.zoom.us/webinar/register/WN_Pjr8LBfeTLYyQOZIKehX82g

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CISU CIVIL SOCIETY IN DEVELOPMENT
Finance, scale, and market related challenges in Organic Agriculture Social Enterprise Model

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28th March 2023
Why social enterprises and what role they can play in promoting organic farming and building resilience?

• A social enterprise is established on the premise of creating an impact in the society and environment.

• Such enterprises embraces the challenge of being financially viable.

• The orientation beyond profit makes it relevant for social and environmental causes.

• It genuinely encourages communities to become empowered and self reliant.

• The change process therefore is sustainable and replicable.
Organic/Natural Farming

Environment Protection

More Livelihood Opportunities

Better Income to Farmers

Safe Food

Tackles Climate Change

Reduces Migration

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About Satat Sampada

• A social enterprise founded in 2016.

• Its mission is to promote environmental solutions that protect soil, water, air and people's health; and also help tackle climate change.

• It promotes sustainable food system at scale in order to boost rural economy, protect environment and make healthy organic food accessible and affordable to all.

• It follows Participatory Guarantee System (PGS) of organic certification.

• It has a registered brand name - Eat Right Basket to sell organic food in and around Delhi, also expanding to other cities.
Online Retail Platform

Eat Right Basket

- Reddish Black Grapes (500g) - ₹135.00
- Sapota/Chikoo (500g) - ₹75.00
- Swiss Chard (100g) - ₹40.00
- Chocolate Darlin - Classic 33% with Tamil Nadu Cocoa (65g) - ₹295.00
- Chocolate Darlin - 63% with Coffee (65g) - ₹295.00
- Kale (100g) - ₹40.00
- Almond/Nagol Badam [Whole] (400g) - ₹250.00
- Cheese - Gouda [Artisanal] (200g) - ₹475.00
- Brown Top Millet Rice (400g) - ₹475.00
- Murmura/Puffed Rice (125g) - ₹29.00
- Kinnow (5 Kgs) - 10% OFF - ₹300.00
- Homemade Pickle - Pahadi Lemon Pickle (250g)
Challenges in accessing Finance

- No loans available for agriculture esp. growing

- Government schemes do not match the requirements of agriculture enterprises – For e.g. – Most programmes are directed to farmers and not small businesses – be it loans, concessions and even crop insurance

- Low infrastructural investment by government – does not suit the requirement of farmers and often inaccessible

- Difficult to match investments and service expectations set by big players
Challenges in reaching adequate scale

- Difficult to find genuine growers for organic
- Reaching that optimum scale is tough
- Weak supply chain of fresh products due to growers being few and in remote places
- Extreme and untimely weather conditions are a big deterrent
- Matching the demand and supply equilibrium is tough
Challenges in Market

• Slow growth in customer base
• Highly mobile customers
• Difficult to bring down the pricing as the costs of growing, procuring, aggregating, transport and delivery are very high since the scale is low
• Difficult to match investments and service expectations set by big players
• Government is promoting awareness on organic but the change process is very slow
• Government is not engaging with small scale enterprises for promoting market place
• Glamour of advertising rules the market
Thank You